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**Phil Assignment**

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### **Phil Assignment**

The advertisement I have chosen is the Coca-Cola turn up your rhythm. I found the advertisement on Coca-Cola's YouTube channel. The advertisement features the most recent music track from Grammy-nominated global superstars BTS. The scenario in the advertisement depicts how idle or dull moments in an individual's day can be converted into uplifting and unforgettable ones through reaching for an icy chilled Coca-Cola drink. Additionally, the advertisement takes the viewer on an expedition of thoughts through the Coca-Cola Company industrial unit. Like waiting at a bus stop or sitting in an office, Gloomy moments can be transformed into inspiring and extraordinary instances (Coca-Cola, 2021). The BTS cover of X Ambassador's music track provides the palpating, enthusiastic beats to the Coca-Cola bottles on their way out of the factory to refresh the world.

The product advertised in this advertisement is the Coca-Cola soft drink. Research indicates that Coca-Cola Company has no specific target market and the majority of the target marketing is geared towards the youth. Still, some advertisements are tailored for the elderly. However, the advertisement in this scenario targets the youth specifically (Coca-Cola, 2021).

The main claim in the advertisement is transforming gloomy and boring moments into inspiring and memorable moments. I do believe that the claim is credible because it is arguable, debatable, and stated as a fact. Furthermore, it states the company's direction, goal, and scope. Additionally, the company could make their claim more credible by providing testimonials from industry experts or customers, case studies showing how others benefit from the product, industry awards, and customer reviews. It provides a clear path for customers to express what they like about the product.

The rhetorical strategy used by the author to sell this product is pathos, which is an appeal to emotion. The author tries to evoke a happiness and satisfaction emotional reaction in their consumers. Individuals in the advertisement are depicted as bored and unhappy; however, after having a Coca-Cola bottle, they are all cheered, expressing happiness and satisfaction.

I think that the advertisement reveals the narrative fallacy cognitive bias. The author knows that people naturally like stories and find the stories easy to relate to and make sense; thus, he decides to tell the story in a song. Therefore, this means consumers are more likely to purchase the product simply because they have a compelling story behind them, even though the product might be less desirable.

## Reference

Coca-Cola. (2021). *Coca-Cola-Turn Up Your Rhythm*. [Video]. YouTube.

<https://www.youtube.com/watch?v=4VR9Iemy8SM>

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